

ORDER



Orders
Order / Rev: 703847
Alt Order #: 06259526
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/11/12 - 09/17/12
Original Date / Rev: 08/01/12 / 09/06/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	64	\$19,930.00	\$16,940.50
09/17/12	09/23/12	20	\$4,690.00	\$3,986.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	84	\$24,620.00	\$20,927.00	0.00
Totals	84	\$24,620.00	\$20,927.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WFMY-TV	30%	\$24,620.00
Market	100%	\$82,066.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	27%	\$22,158.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	2%	\$1,641.33
WUNL	0%	\$0.00
WUPN	4%	\$3,282.67
WXII	30%	\$24,620.00
WXLV	7%	\$5,744.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/12/12	09/17/12	M-F 5-6a	CM	5-6a	M-WTF--	:30	5	\$55.00	P-4	0.00	NM	5	\$275.00
5-6a GMS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--			5			\$55.00		0.00			
E 2	WFMY	09/12/12	09/17/12	M-F 6-8a	CM	6-8a	M-WTF--	:30	5	\$80.00	P-4	0.00	NM	5	\$400.00
Good Morning Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--			5			\$80.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFMY	09/12/12	09/17/12	CBS This Morning CBS This Morning	CM	8-10a	M-WTF--	:30	7	\$60.00	P-3	0.00	NM	7	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					7	\$60.00		0.00			
E 4	WFMY	09/16/12	09/16/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$70.00		0.00			
E 5	WFMY	09/12/12	09/17/12	Price Is Right Price Is Right	CM	11a-12p	M-WTF--	:30	4	\$140.00	P-3	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					4	\$140.00		0.00			
E 6	WFMY	09/12/12	09/17/12	News2 at Noon News2 at Noon	CM	12-1230p	M-WTF--	:30	4	\$130.00	P-3	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					4	\$130.00		0.00			
E 7	WFMY	09/12/12	09/17/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	M-WTF--	:30	4	\$160.00	P-4	0.00	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					4	\$160.00		0.00			
E 8	WFMY	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$125.00	P-4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$125.00		0.00			
E 9	WFMY	09/12/12	09/17/12	M-F 4-5p Ellen Degeneres	CM	4-5p	M-WTF--	:30	4	\$70.00	P-4	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					4	\$70.00		0.00			
E 10	WFMY	09/12/12	09/17/12	News 2 at 5 News 2 at 5	CM	5-530p	M-WTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					5	\$225.00		0.00			
E 11	WFMY	09/12/12	09/17/12	News 2 at 6 News 2 at 6	CM	6-630p	M-WTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					5	\$350.00		0.00			
E 12	WFMY	09/12/12	09/17/12	CBS Evening News CBS Evening News	CM	630-7p	M-WTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					4	\$700.00		0.00			
E 13	WFMY	09/15/12	09/15/12	News 2 at 7 Saturday News 2 at 7 Saturday	CM	7-730p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$100.00		0.00			
E 14	WFMY	09/16/12	09/16/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$150.00		0.00			
E 15	WFMY	09/12/12	09/17/12	M-F 7-730p Wheel of Fortune	CM	7-730p	M-WTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					5	\$375.00		0.00			
E 16	WFMY	09/12/12	09/17/12	M-F 730-8p Jeopardy	CM	730-8p	M-WTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					5	\$375.00		0.00			
E 19	WFMY	09/17/12	09/17/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/17/12	M-----					1	\$850.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WFMY	09/17/12	09/17/12	Mon Prime C Hawaii Five-0	CM	10-11p	M- - - - -	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$850.00		0.00				
E 22	WFMY	09/12/12	09/12/12	Wed Prime A Big Brother 14	CM	8-9p	- - W- - - -	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - W- - - -		1			\$900.00		0.00				
E 23	WFMY	09/12/12	09/12/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	- - W- - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - W- - - -		1			\$800.00		0.00				
E 24	WFMY	09/13/12	09/13/12	Thu Prime C Person of Interest	CM	10-11p	- - - T- - -	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - T- - -		1			\$1,100.00		0.00				
E 25	WFMY	09/14/12	09/14/12	Fri Prime A Undercover Boss	CM	8-9p	- - - - F- -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - - F- -		1			\$800.00		0.00				
E 26	WFMY	09/14/12	09/14/12	Fri Prime B CSI: NY	CM	9-10p	- - - - F- -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - - F- -		1			\$800.00		0.00				
E 27	WFMY	09/15/12	09/15/12	Sat Prime C 48 Hours	CM	10-11p	- - - - - S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - - - S-		1			\$475.00		0.00				
E 28	WFMY	09/16/12	09/16/12	Sun Prime A 60 Minutes	CM	7-8p	- - - - - S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - - - S		1			\$1,000.00		0.00				
E 29	WFMY	09/12/12	09/16/12	News 2 at 11 News 2 at 11	CM	11-1135p	- - WTFSS	:30	7	\$250.00	P-4	0.00	NM	7	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/11/12	09/17/12	- - WTFSS		7			\$250.00		0.00				
E 30	WFMY	09/12/12	09/17/12	Letterman David Letterman	CM	1135p-1235a	M- WTF- -	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/11/12	09/17/12	M- WTF- -		3			\$70.00		0.00				
E 31	WFMY	09/12/12	09/17/12	Late Late Show Late Late Show	CM	1235-135a	M- WTF- -	:30	2	\$10.00	P-4	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/11/12	09/17/12	M- WTF- -		2			\$10.00		0.00				
N 32	WFMY	09/17/12	09/17/12	News 2 at 11 News 2 at 11	CM	11-1135p	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$350.00		0.00				
N 33	WFMY	09/13/12	09/13/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9p	- - - T- - -	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - T- - -		1			\$1,400.00		0.00				
N 34	WFMY	09/13/12	09/13/12	Thu Prime B Thursday Prime B	CM	9-10p	- - - T- - -	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - T- - -		1			\$1,200.00		0.00				
Totals														84	\$24,620.00